

# COLUMBIA COLLEGE FUND



# 1952

4 WEST 43 STREET

NEW YORK 36, N. Y.

PENNSYLVANIA 6-7643, 7649

WALTER D. FLETCHER '18  
*General Chairman*

M. JENNINGS VON DER HEYDE '28  
*Executive Chairman*

JAMES LEE ANDERSON '24  
*Class Group Chairman*

December 9, 1952

Mr. Joshua Lederberg  
Genetics Department  
University of Wisconsin  
Madison 6, Wisconsin

Dear Mr. Lederberg:

Last year we tried an experiment, and the results were so encouraging that we believe we should try to do more and more along the same lines each year. This comes to ask if you won't please help us with it this year?

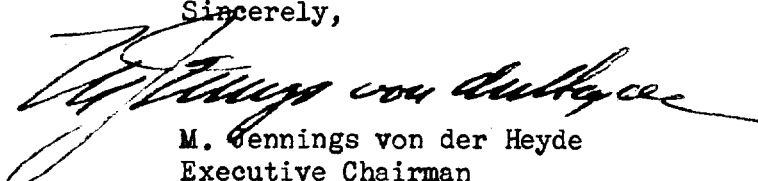
What we are trying to do is to create a corps of several hundred "Committeemen" who can give Columbia College Fund the same effective help in outside-New-York areas, that the Class Committees are giving in New York itself. The advantage of the procedure is that it makes an exceedingly modest demand on any one individual - yet the cumulative effect can be a major factor in the success of the Fund.

If you will say "yes", all that you are asked to do is to accept the informal title of "Regional Committeeman" for this Fund, and phone five Columbia College alumni in your own town, who have not yet responded to the appeal of Columbia College Fund 1952.

I address this request especially to you, because of the fact that you have already been generous to our Fund this year - in short, you have set the example we hope many other alumni will follow!

Won't you please consider doing this - and so indicate by returning the enclosed postcard?

Sincerely,

  
M. Jennings von der Heyde  
Executive Chairman